

# ORDER



**Orders**  
**Order / Rev:** 167893  
**Alt Order #:**  
**Product Desc:**  
**Estimate:**  
**Flight Dates:** 11/03/12 - 11/06/12  
**Original Date / Rev:** 11/05/12 / 11/05/12  
**Order Type:** GENERAL

**KOB**

**Primary AE:** Olivia Lawrence  
**Sales Office:** KOB  
**Sales Region:** Local

**Agency**  
**Name:** Karen Montoya for PRC  
**Buying Contact:** Mark Fleisher  
**Billing Contact:**  
 1504 Clancy NE  
 Albuquerque, NM 87112

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Karen Montoya for PRC  
**Demographic:** A25-54  
**Product Codes:** PL1  
**Priority:** 99  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:** 06/02/13  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	26	\$3,000.00	\$2,550.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	26	\$3,000.00	\$2,550.00	0.00
<b>Totals</b>	<b>26</b>	<b>\$3,000.00</b>	<b>\$2,550.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Olivia Lawrence			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KOB	33%	\$3,000.00
Market	100%	\$9,090.91

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KAPX	0%	\$0.00
KASA	0%	\$0.00
KASY	0%	\$0.00
KAZQ	0%	\$0.00
KBEI	0%	\$0.00
KBIM	0%	\$0.00
KCHF	0%	\$0.00
KENW	0%	\$0.00
KHFT	0%	\$0.00
KKTO	0%	\$0.00
KLUZ	0%	\$0.00
KNAT	0%	\$0.00
KNME	0%	\$0.00
KOAT	0%	\$0.00
KOBF	0%	\$0.00
KOBR	0%	\$0.00
KOCT	0%	\$0.00
KOFT	0%	\$0.00
KOVT	0%	\$0.00

KREZ	0%	\$0.00
KRPV	0%	\$0.00
KRQE	0%	\$0.00
KUPT	0%	\$0.00
KWBQ	0%	\$0.00
UNKWN	67%	\$6,090.91

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Flight Dates: 11/03/12 - 11/06/12

Advertiser: Karen Montoya for PRC  
Product Desc:  
Estimate:

KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	All	11/04/12	11/04/12	Chris Matthews Chris Matthews	CM	Su 830a-9a	-----S	:30	1	\$25.006		0.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	-----S			1		\$25.00	0.00					
2	All	11/04/12	11/04/12	Sunday Today Sunday Today	CM	Su 7a-8a	-----S	:30	1	\$75.007		0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	-----S			1		\$75.00	0.00					
3	All	11/04/12	11/04/12	News 4 @ 10p Sun News 4 @ 10p Sun	CM	Su 10p-1035p	-----S	:30	2	\$400.006		0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	-----S			2		\$400.00	0.00					
4	All	11/05/12	11/06/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	11-----	:30	2	\$275.006		0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/05/12	11/11/12	11-----			2		\$275.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	All	11/05/12-11/11/12		News 4 Today II 6a-7a	M-F 6a-7a		MT-----	:30		(\$275.00)		0.00	NM		
Credited [Time Period not available]															
5	All	11/05/12	11/05/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	2-----	:30	2	\$75.006		0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/05/12	11/11/12	2-----			2		\$75.00	0.00					
6	All	11/05/12	11/05/12	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p	1-----	:30	1	\$225.006		0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/05/12	11/11/12	1-----			1		\$225.00	0.00					
7	All	11/05/12	11/05/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p	1-----	:30	1	\$400.004		0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/05/12	11/11/12	1-----			1		\$400.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	All	11/05/12-11/11/12		News 4 @ 6p M-F	M-F 6p-632p		M-----	:30		(\$400.00)		0.00	NM		
Credited [Time period not available]															
8	All	11/05/12	11/05/12	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p	1-----	:30	1	\$200.007		0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/05/12	11/11/12	1-----			1		\$200.00	0.00					
9	All	11/05/12	11/05/12	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p	1-----	:30	1	\$400.006		0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/05/12	11/11/12	1-----			1		\$400.00	0.00					
10	All	11/03/12	11/04/12	Notre Dame Football Notre Dame Football	CM	Sa 12noon-930p (1:30 PM-5:00 PM)	-----S-	:30	1	\$125.006		0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	-----S-			1		\$125.00	0.00					
11	All	11/03/12	11/04/12	News 4 Special Sa 5p-530p News 4 Special Sa 5p-530p	CM	Sa 5p-530p	-----S-	:30	1	\$75.007		0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	-----S-			1		\$75.00	0.00					

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
11	All	11/03/12	11/04/12	News 4 Special Sa 5p-530p News 4 Special Sa 5p-530p	CM	Sa 5p-530p	-----S-	:30	1	\$75.007		0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$75.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	All	10/29/12-11/04/12		News 4 Special Sa 5p-530p		Sa 5p-530p	-----Sa--	:30		(\$75.00)		0.00	NM		
		Credited [no run due to football- per ops]													
12	All	11/03/12	11/04/12	News 4 Special Sa 530p-6p News 4 Special Sa 530p-6p	CM	Sa 530p-6p	-----S-	:30	1	\$75.007		0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$75.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	All	10/29/12-11/04/12		News 4 Special Sa 530p-6p		Sa 530p-6p	-----Sa--	:30		(\$75.00)		0.00	NM		
		Credited [no run due to football- per ops]													
13	All	11/05/12	11/06/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	M-----	:30	1	\$125.004		0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$125.00		0.00			
14	All	11/03/12	11/04/12	Saturday Night Live Saturday Night Live	CM	Sa 1030p-1205a	-----S-	:30	1	\$225.006		0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$225.00		0.00			
15	All	11/03/12	11/04/12	Sunday Overnight Rotator Sunday Overnight Rotator	CM	Su 12a-5a	-----S	:30	5	\$5.006		0.00	NM	5	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		5				\$5.00		0.00			
16	All	11/05/12	11/06/12	Overnight Rotator Overnight Rotator	CM	M-F 12a-5a	M-----	:30	5	\$5.006		0.00	NM	5	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		5				\$5.00		0.00			
17	All	11/06/12	11/06/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	-T-----	:30	1	\$125.004		0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----		1				\$125.00		0.00			
N 18	All	11/06/12	11/06/12	Who Wants to Be A Millionaire Who Wants to Be A Millionaire	CM	M-F 1130a-12p	-T-----	:30	1	\$125.004		0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----		1				\$125.00		0.00			
N 19	All	11/06/12	11/06/12	Good Day New Mexico 11a Good Day New Mexico 11a	CM	M-F 11a-1130a	-T-----	:30	1	\$75.006		0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----		1				\$75.00		0.00			

\*Tax 1 Note: ABQ 7%.

Totals 26 \$3,000.00